WHAT IS CLAIMED IS:

1. A rotational speed switching apparatus of a ceiling fan, comprising:

a seat body in which a rotary shaft is pivotally disposed, a

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conductive ring being fitted around the rotary shaft, the conductive ring being stepped to have an upper section, a middle section and a lower section which continuously fall, the widths of the upper, middle and lower sections being respectively 72 degrees of the circumference of the conductive ring, the lower section having a connecting section extending from the lower section to a bottom of the rotary shaft, an interior of the seat body being partitioned into a first receptacle, a second receptacle, a third receptacle, a fourth receptacle and a fifth receptacle at equal intervals, a ring-shaped conductive member being disposed in the first receptacle corresponding to the connecting section of the conductive ring to form a first contact, two conductive leaf springs being disposed in the second receptacle respectively corresponding to the upper and lower sections of the conductive ring to form a second contact, two conductive leaf springs being disposed in the third receptacle respectively corresponding to the upper and middle sections of the conductive ring to form a third contact, a conductive leaf spring

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a pull rotary assembly for driving the rotary shaft in the seat body to one-way circularly rotate, each time the rotary shaft rotates, the rotary shaft rotating by 72 degrees.

being disposed in the fifth receptacle corresponding to the upper

section of the conductive ring to form a fifth contact; and

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The rotational speed switching apparatus of the ceiling fan as 2. claimed in claim 1, wherein an insulating block is disposed between the two conductive leaf springs in the second receptacle.

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The rotational speed switching apparatus of the ceiling fan as 3. claimed in claim 1, wherein an insulating block is disposed in the third receptacle corresponding to the lower section of the conductive ring.

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The rotational speed switching apparatus of the ceiling fan as 4. claimed in claim 1, wherein the pull rotary assembly includes a ratchet ring and the rotary shaft has a ratchet section corresponding to the ratchet ring, whereby the pull rotary assembly can drive the

rotary shaft to one-way circularly rotate. 15